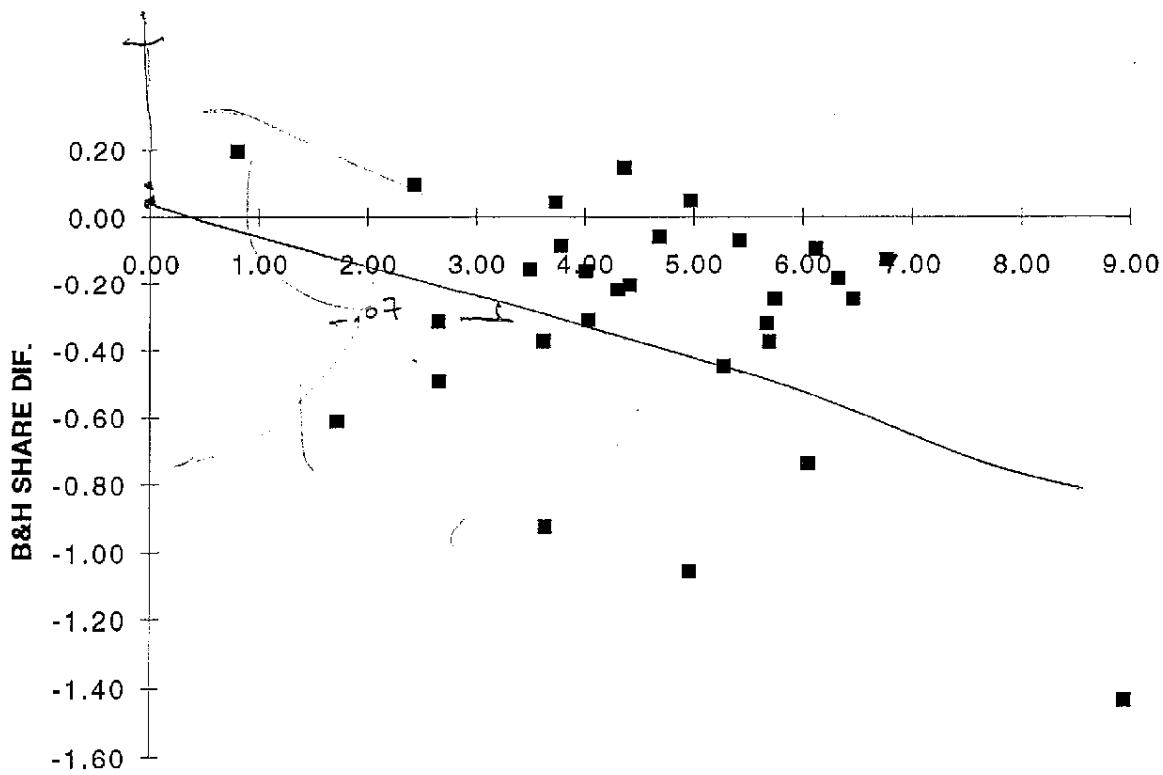


SCATTER GRAPH 2

① B&H/PV		③ VS/PV		② B&H/Cambridge	
-0.07864	0.059215		-0.04048	-0.20618	
0.038862	0.189279		0.030021	0.146217	
0.131684	0.347731	5	0.063096	0.268621	11
4.094665	27		1.818312	27	
0.495115	3.264763		0.131205	1.948251	
⑫ VS/Misty		⑤ B&H/Montclair		⑧ VS/Cambridge	
-0.27648	-0.23424		0.160221	-0.39667	#N/A
0.183442	0.115498		0.122799	0.099572	#N/A
0.077602	0.266534	6	0.05931	0.361933	#N/A
2.271521	27		1.702346	27	#N/A
0.161369	1.918086		0.223	3.536878	#N/A
⑥ B&H/Misty		⑪ VS/Montclair		④ B&H/Alpine	
0.406524	-0.53208		-0.10586	-0.32818	
0.244627	0.154021		0.091928	0.07454	
0.092792	0.355434	7	0.046815	0.270945	8
2.761629	27		1.326093	27	
0.348885	3.410993		0.09735	1.982106	
③ B&H/Bristol		⑨ VS/Bristol		⑩ VS/Alpine	
-0.00483	-0.29803		-0.05324	-0.36082	
0.086824	0.085483		0.063755	0.062771	
0.000115	0.373147	7	0.02518	0.274003	10
0.003098	27		0.697432	27	
0.000431	3.759446		0.052362	2.027094	

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SCATTER GRAPH ✓



PRC. VAL. SHARE DIF.

Linest.

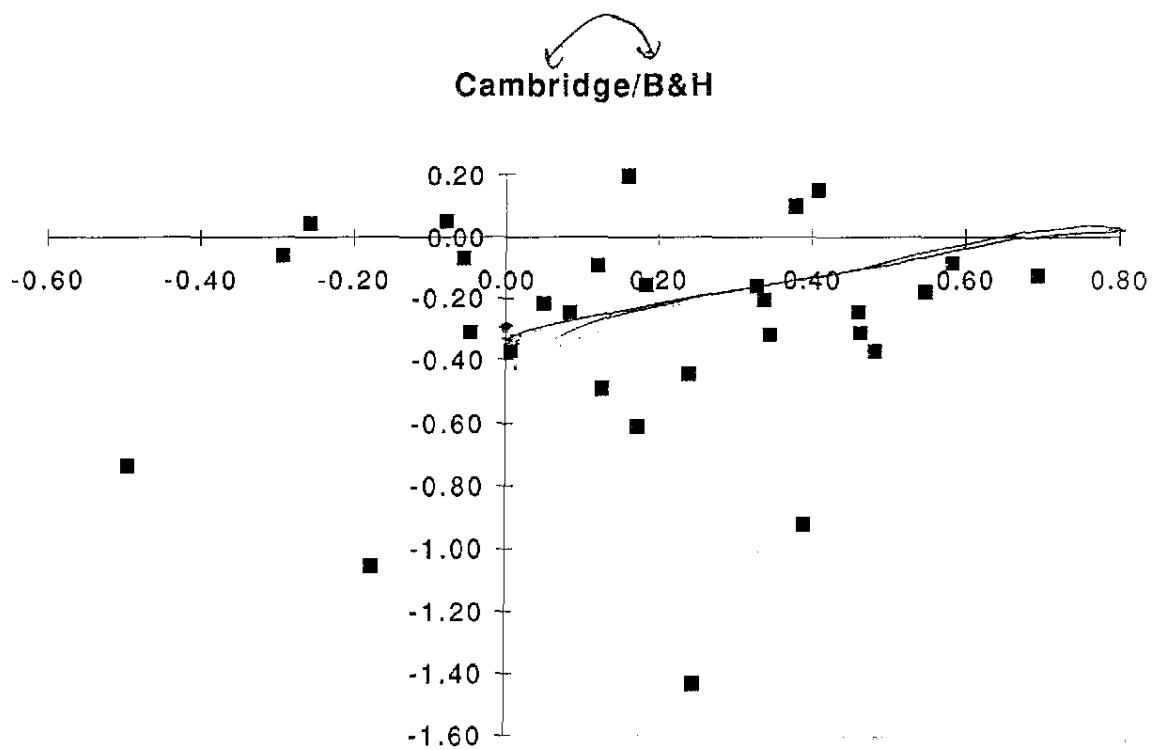
$$\text{slope} = -.07864$$

$$y \text{ intercept} = .059215$$

$$r^2 = .131$$

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scatter graph 2



$$SE = 1.54$$

$$Y_{int} = -32.9$$

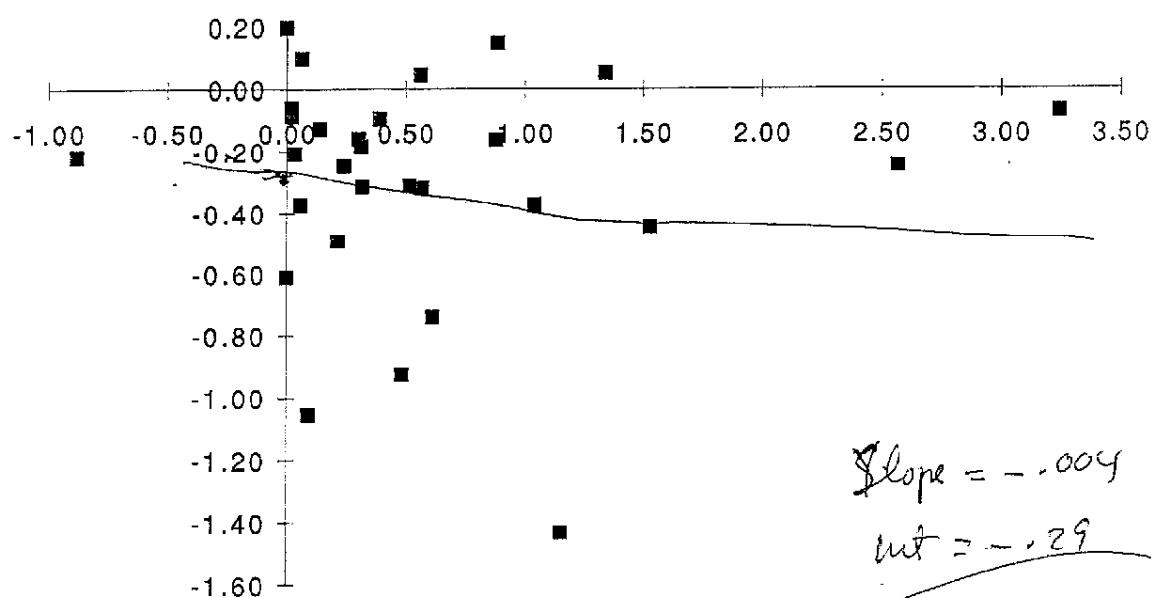
$$r^2 = 0.42$$

Not significant

$$X = 2.136$$

scatter 3

B&H/Bristol



Slope = -.004

Int = -.29

$r^2 = .060115$

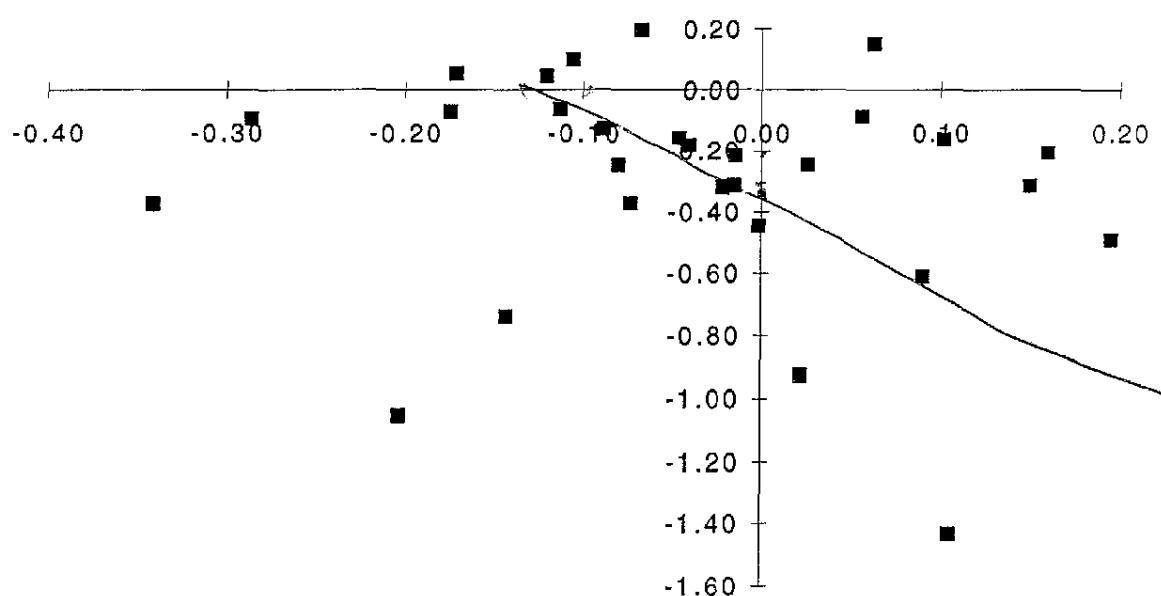
Nothing

$X = -72.5$

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scatter

B&H/Alpine



$$\text{Slope} = -.47282$$

$$Y_{\text{intercept}} = -.31938$$

$$r^2 = .0277$$

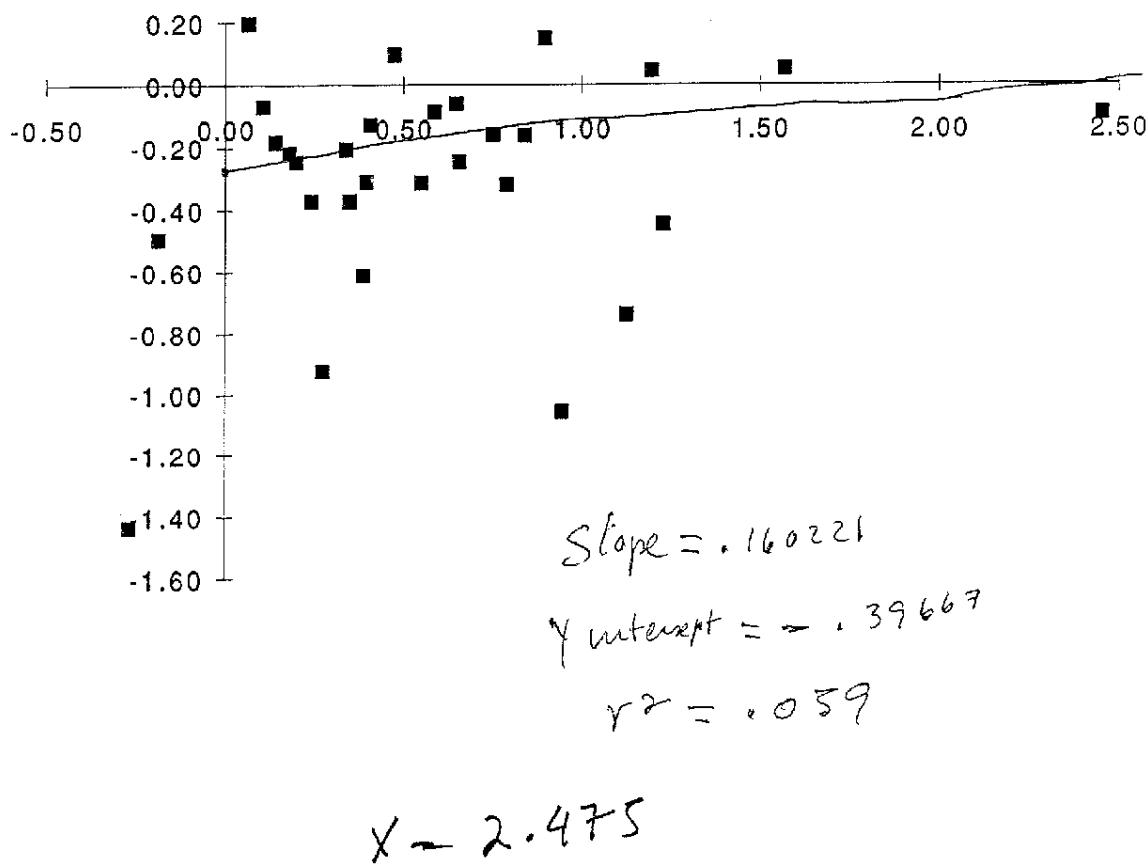
No

$$X = -.674$$

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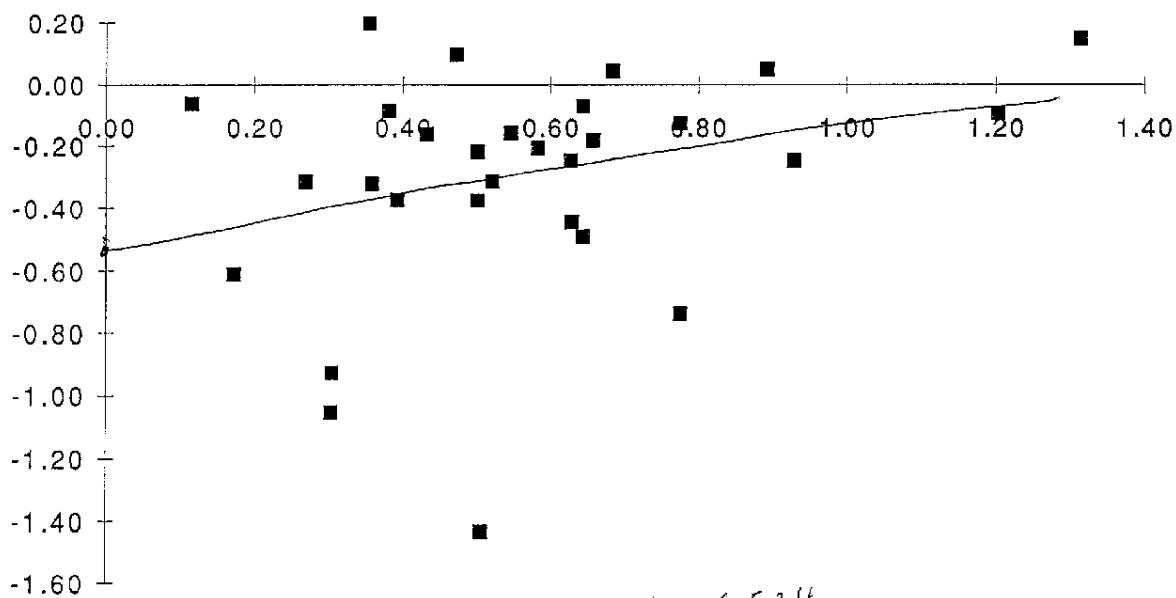
scatter 5

Montclair/B&H



scatter 6

B&H/Misty



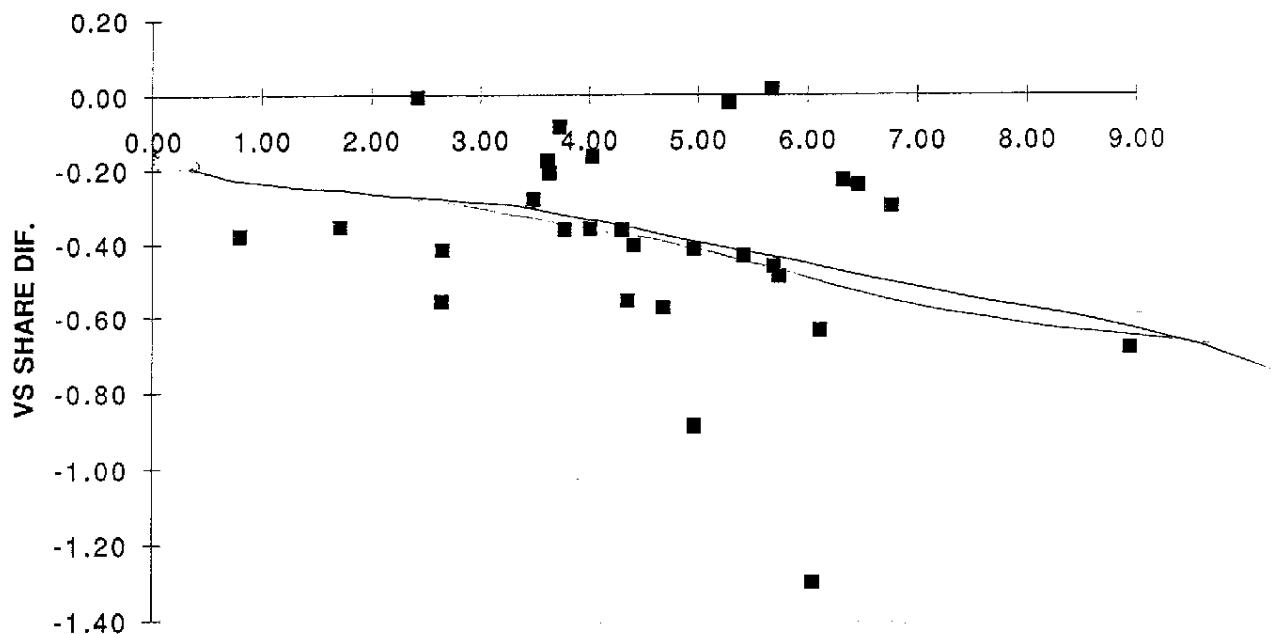
Slope = +4.06524
Y intercept = -.53208

$r^2 = .0927$

$y = 1.325$

SCATTER GRAPH

✓



PRC. VAL. SHARE DIF.

$$\text{Slope} = (-0.04848)$$

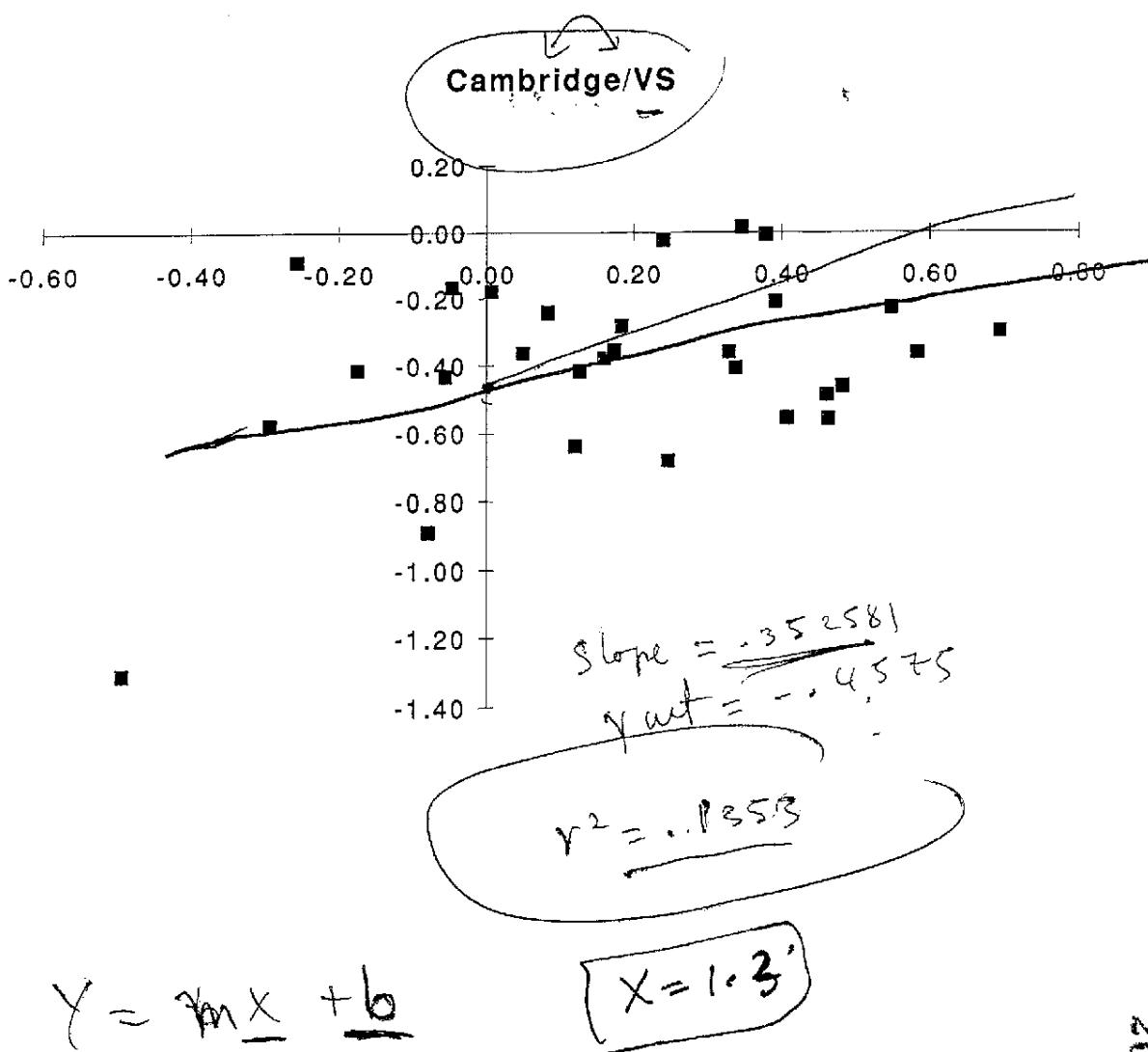
$$Y_{\text{intercept}} = -0.20618$$

$$r^2 = .063096$$

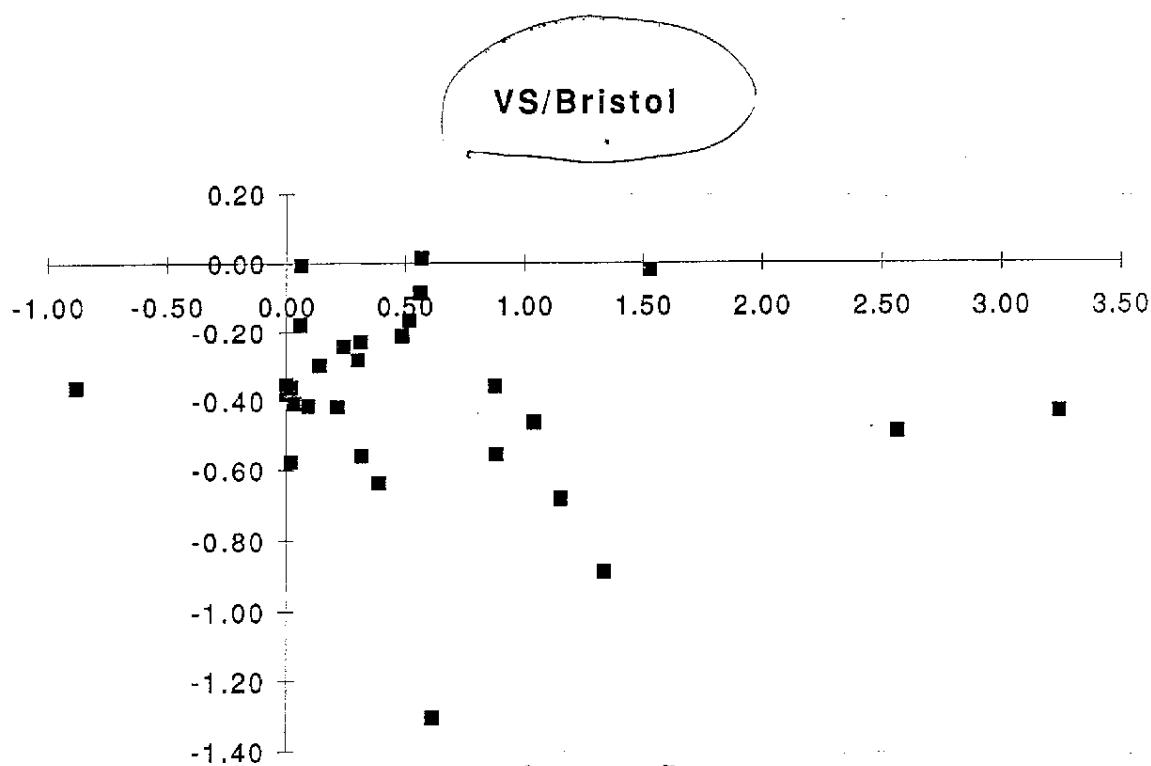
$$x = 5.08$$

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scatter *B*



scatter 9



$$\text{Slope} = -0.5324$$

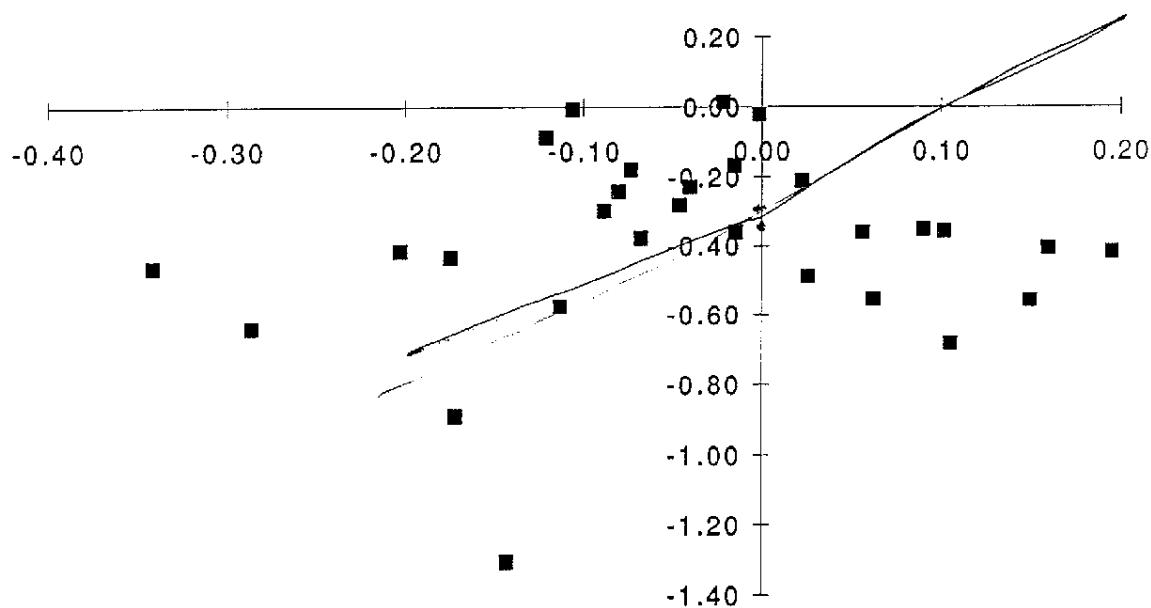
$$Y_{\text{int}} = -3608^2$$

$$r^2 = .0637$$

$$X = -6.8$$

scatter 10

VS/Alpine



Slope = .301

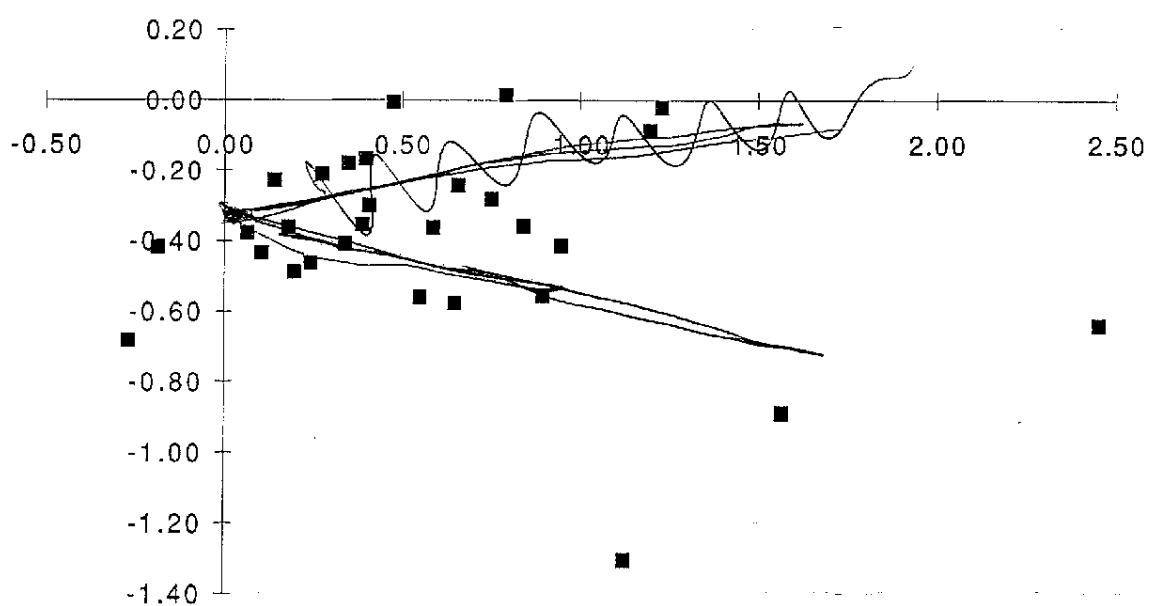
y inter = .379

$r^2 = .026$ NO

X = 1.26

scatter 11

VS/Montclair



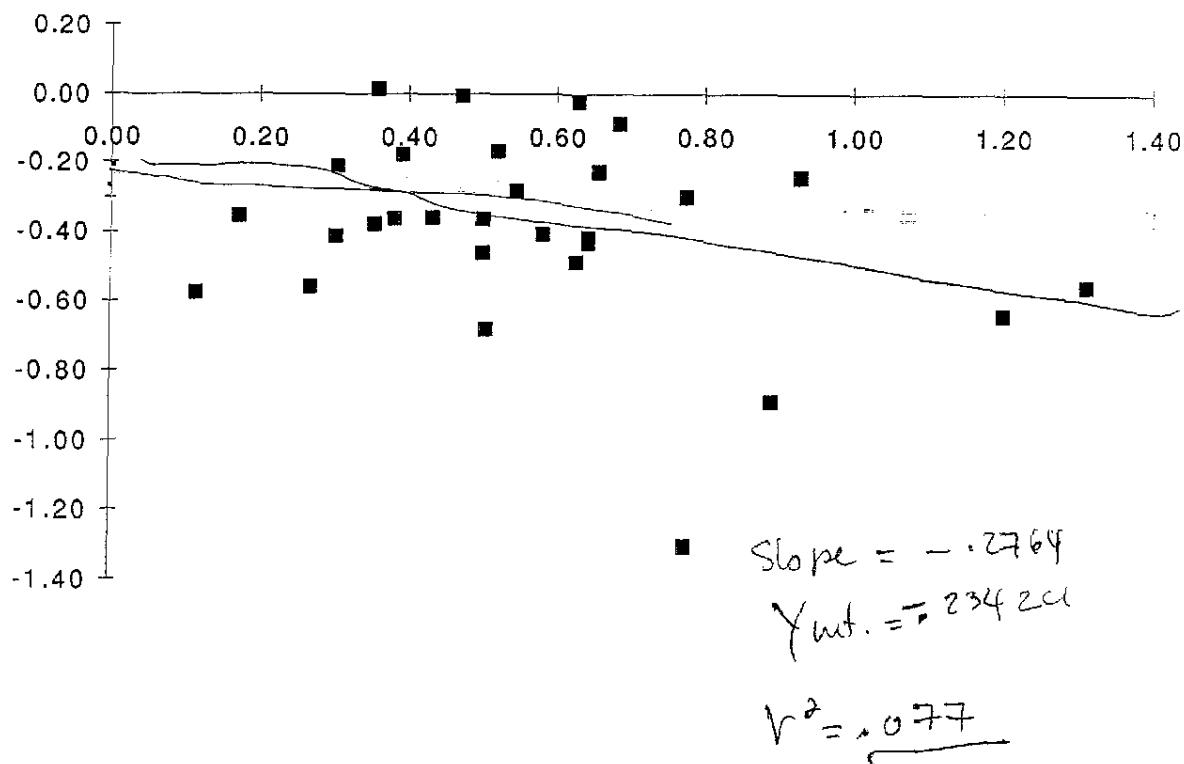
$$\text{Slope} = -.10596$$

$$Y_{\text{inter}} = -.32818$$

$$r^2 = .046815$$

$$X = -3.1$$

Misty/VS



$$X = .846$$

PROFILES

Donal
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Final

SWITCHING INFORMATION							
	IN-SWITCHERS TO PV						
	TOT. NO.	ALL	B&H	B&H	B&H	VS	VS
			REAL	FARE SHARE		REAL	FARE SHARE
PRIC. VAL.	4,499	31.0%	1.0%	3.2%	108.61	1.0%	3.2% 101.12
CAMBRIDGE	662	27.6%	0.8%	2.9%	97.59	0.4%	1.4% 45.43
BRISTOL	184	69.6%	1.6%	2.3%	77.40	1.6%	2.3% 72.06
ALPINE	145	40.7%	3.4%	8.4%	281.27	2.1%	5.2% 161.75
MONTCLAIR	166	68.7%	4.2%	6.1%	205.84	3.0%	4.4% 136.89
MISTY				#NUM!	#NUM!	#NUM!	#NUM!
OUT-SWITCHERS FROM B&H AND VS							
SHARE	B&H	B&H	B&H	VS	VS	V3	FARE SHARE
	REAL	FARE SHARE		REAL			
TOTAL NO.	1238			1278			
OUT	11.6%			11.3%			
PRIC. VAL.	24.24%	3.6%	31.0%	128.0%	3.7%	32.7%	135.1%
CAMBRIDGE	2.94%	0.4%	3.4%	117.3%	0.2%	1.8%	60.2%
BRISTOL	1.37%	0.2%	1.7%	125.8%	0.2%	1.8%	129.2%
ALPINE	0.70%	0.4%	3.4%	492.6%	0.2%	1.8%	252.8%
MONTCLAIR	1.34%	0.6%	5.2%	386.0%	0.4%	3.5%	264.2%
MISTY	0.62%	0.4%	3.4%	556.2%	1.1%	9.7%	1570.1%

PROFILES 2

SMOKERS PROFILE								
SWITCHERS DEMOGRAPHIC								
	B&H	VS	PRIC VAL	CAMBRIDGE	BRISTOL	ALPINE	MONTCLAIR	MISTY
	OUT	OUT	IN	IN	IN	IN	IN	IN
NUMBER	143	144	1397	183	128	59	114	
SHARE	2.97	3.19	24.24	2.94	1.37	0.70	1.34	0.62
MEN	24.5%	2.1%	42.1%	43.6%	49.2%	30.5%	34.2%	
WOMEN	75.5%	97.9%	57.9%	56.3%	50.8%	69.5%	65.8%	
18-24	11.2%	13.2%	8.0%	6.6%	6.2%	8.5%	5.3%	
25-34	38.5%	38.9%	27.2%	24.6%	21.9%	23.7%	23.7%	
35-44	26.6%	27.8%	26.8%	32.2%	25.8%	30.5%	30.7%	
45-54	15.4%	11.8%	19.3%	17.5%	21.1%	17.0%	22.8%	
55-64	4.9%	7.6%	12.7%	11.5%	20.3%	17.0%	7.9%	
65+	3.5%	0.7%	6.1%	7.6%	4.7%	3.4%	9.6%	
WHITE	81.1%	88.2%	92.6%	92.4%	94.5%	79.7%	96.5%	
BLACK	12.6%	7.6%	3.9%	22.0%	3.1%	17.0%	0.9%	
SPANISH	4.6%	1.4%	2.8%	3.3%	2.3%	5.1%	2.6%	
NO COLLEGE	44.1%	53.5%	67.7%	69.4%	74.2%	66.1%	65.8%	
SOME COLLEGE	53.8%	46.5%	31.1%	29.5%	25.8%	32.2%	32.5%	
<\$30K	46.8%	47.9%	59.6%	57.4%	64.1%	55.9%	60.5%	
+30K	43.4%	45.1%	34.8%	33.9%	24.8%	27.1%	35.1%	
NEILSEN A	47.6%	26.4%	19.3%	16.9%	8.6%	37.3%	20.2%	
B	29.4%	33.3%	34.9%	32.2%	24.2%	28.8%	36.8%	
C	12.6%	20.1%	23.5%	21.9%	39.8%	11.9%	21.9%	
D	10.5%	20.1%	22.3%	29.0%	27.3%	22.0%	21.0%	
Region1	13.3%	14.6%	15.2%	11.5%	20.3%	25.4%	16.7%	
2	21.0%	27.1%	18.4%	18.0%	16.4%	13.6%	25.4%	
3	23.1%	23.6%	28.0%	32.2%	32.0%	32.2%	25.4%	
4	20.3%	25.0%	26.1%	24.6%	26.6%	23.7%	21.0%	
5	22.4%	9.7%	12.3%	13.7%	4.7%	5.1%	11.4%	

Carton \xrightarrow{IS} Pack

CA IS VS

Pack \xrightarrow{IS} Carton

point
pack & ultimate
trial
packhouse

Assumption

Mark

11

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